

LATE



DENISE HAYASHI
CONSULTING

Denise Hayashi Yamaguchi

P.O. Box 235480
Honolulu, HI 96823

April 12, 2015

The Honorable Gilbert Kahele, Chair
The Honorable J. Kalani English, Vice Chair
Committee on Tourism and International Affairs

RE: Support for GM 829 (Nomination of Sean Dee to Hawaii Tourism Authority Board of Directors)

Aloha Chair Kahele, Vice Chair English and Members of the Committee on Tourism and International Affairs,

My name is Denise Hayashi Yamaguchi and I would like to express my strong support of Mr. Sean Dee who has been nominated to the Board of Directors of the Hawaii Tourism Authority for a term to expire June 30, 2018. I met Sean two years ago when he moved to Hawaii from Los Angeles to take an executive position with Outrigger Enterprises Group. He was previously an executive for AEG, the company that now operates the Hawaii Convention Center.

As a member of the HTA Board, as well as a former tourism executive with NCL America and Bishop Museum, I understand the importance of the visitor industry to Hawaii. Mr. Dee is well-qualified for the board, and will be able to contribute, based on his background and experience, to the overall growth and success of HTA. As Executive Vice President and Chief Marketing Officer of Outrigger Enterprises Group, Mr. Dee is responsible for all of Outrigger's marketing and sales activities for its over forty properties throughout Hawai'i and beyond.

Mr. Dee has a solid record of experience and success of nearly three decades in the marketing profession, including his tenure as Chief Marketing Officer for international entities such as AEG and Hard Rock. Most relevant is his service on the Board of Directors and Executive Committee and as Chair of the Marketing Committee for HTA's equivalent in Los Angeles, the LA Tourism and Convention Board.

While I have known Mr. Dee for only two years, I know that he will wholeheartedly contribute as a member of the board. I urge your support of his nomination.

Sincerely,

Denise Hayashi Yamaguchi
President & CEO



HAMISH DODDS
President / CEO

LATE

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Senator Gilbert Kahele, Chair
Senator J. Kalani English, Vice Chair
Committee on Tourism and International Affairs

Testifier (Hamish Dodds- President and CEO)
Hard Rock International, Inc.

April 14, 2015

Support for GM 829 (Nomination of Sean Dee to Hawaii Tourism Authority Board of Directors)

I submit this testimony in strong support of Senate confirmation of Governor Ige's nomination of Sean Dee to the Board of Directors of the Hawaii Tourism Authority for a term to expire June 30, 2018.

I have been involved in the international hospitality industry for over 13+ years. Currently, as President and CEO of Hard Rock International, I oversee Hard Rock's worldwide business at 199 locations in 63 countries which includes franchised cafes, bars, hotels and casinos and live music venues.

I've known Sean for over a decade, especially during his five years as Chief Marketing Officer for Hard Rock International. During his tenure, he directed the company's worldwide sales and marketing initiatives throughout its global portfolio with an emphasis on growth in the Asia- Pacific Region. He also successfully introduced new brand architecture, positioning and identify systems while driving compliance through development of property standards and guidelines.

Sean has succeeded and could continue to succeed at the same or higher levels of responsibility at any international travel and tourism entity or other organization anywhere in the world. That he is contributing his talents, knowledge and experience to Outrigger and to Hawaii reflects not only his passion for all things Hawaiian but his commitment to preserving and enhancing Hawaii's position amidst increased competition throughout the world.

Sean is uniquely qualified to serve on the HTA Board and his voice there will contribute significantly to HTA's mission. I strongly support his confirmation.

Respectfully,





Senator Gilbert Kahele, Chair
Senator J. Kalani English, Vice Chair
Committee on Tourism and International Affairs

LATE

Peggy Bianco
GVP, Global Hotel Services
Orbitz Worldwide
500 W. Madison, Suite 1000
Chicago, IL 60661

Wednesday, April 15, 2015

Support for G.B. 829, Relating to the consideration and confirmation of Sean Dee to the Board of Directors of the Hawai'i Tourism Authority

Dear Senators Kahele and English:

On behalf of Orbitz Worldwide, a leading global online travel company, I respectfully urge you and the Senate Committee on Tourism and International Affairs to support G.B. 829 in regards to the consideration and confirmation of Sean Dee as a Gubernatorial Nominee to the Board of Directors of the Hawai'i Tourism Authority.

Mr. Dee serves as executive vice president and chief marketing officer for Outrigger Enterprises Group, which is an important driver of travel and tourism in Hawai'i that is guided by more than 67 years of family leadership. Mr. Dee is responsible for developing and deploying global marketing and brand strategies and works closely with the state of Hawai'i to address market-specific sales and marketing needs across a highly successful and multi-branded portfolio of properties that includes Outrigger Resorts, Hawaii Vacation Condos by Outrigger, Ala Moana Hotel, OHANA Hotels and Resorts, Airport Honolulu Hotel and The Kapalua Villas Maui, among others. Mr. Dee's experience and expertise in marketing these Hawai'i hotels, resorts and vacation properties will be invaluable to the Hawai'i Tourism Authority and its mission to direct tourism policy with the goal of contributing to the ongoing, sustainable growth of Hawaii's economy. It is our firm view that Mr. Dee would be an excellent addition to the Board of Directors and we fully support his nomination and consideration.

Thank you for the opportunity to voice our support of G.B. 829, and I am always available at (312) 894-5073 or PBianco@orbitz.com to address any questions you may have.

Regards,

A handwritten signature in cursive script that reads "Peggy Bianco".

Peggy Bianco
GVP, Global Hotel Services
Orbitz Worldwide

500 W. Madison Suite 1000, Chicago, IL 60661

Senator Gilbert Kahele, Chair
Senator J. Kalani English, Vice Chair
Committee on Tourism and International Affairs

April 15, 2015

Support for GM 829 (Nomination of Sean Dee to Hawaii Tourism Authority Board of Directors)

Chair Kahele, Vice Chair English and Committee members, aloha!

My name is Rob Goldberg. I am the Executive Vice President of Marketing for the Tommy Bahama Group. Our company operates restaurants and retail stores throughout the world but one of our strongest, most important regions is the Hawaiian Islands. We operate on Oahu, Maui, the Big Island and Kauai and have built our company with spirit of Aloha as our operating, guiding principle. I am both a business associate and a personal friend of Mr. Sean Dee and I submit this testimony in strong support of Senate confirmation of Governor Ige's nomination of Sean Dee to the Board of Directors of the Hawaii Tourism Authority for a term to expire June 30, 2018.

We're witnessing a massive shift in how travel is discovered and purchased. In order to be competitive Hawaii will need to stay on the leading edge of this shift by having a clear understanding and direction of its go-to-market strategy. It will require experts that embrace these changes with open arms to lead our efforts to keep Hawaii competitive.

Sean Dee is one such expert that is using the latest tools on a daily basis in his own world at Outrigger Enterprises. He is taking Outrigger to new heights by drawing from his vast experience engaging consumers across a broad spectrum of industries.

Sean's exposure to the global market his entire career working with ground breaking brands like Levi's, Hard Rock, AEG and Outrigger makes him uniquely qualified to represent the Islands on the HTA Board. He has made a career working with best in class companies that understand you have to lead to stay on top. Hawaii would benefit from the kind of vision and leadership that Sean Dee has to offer.

Sean's love for the Islands is clear. His approach is a rare combination of short-term results with a long-term vision. I have only met a few leaders in my career that have the ability to stay focused on what matters most by combining the ability to work in collaboration with others with their passion for uncompromised quality. Sean Dee is one such leader and the HTA would benefit for many years to come for his guidance and leadership today.

I whole-heartedly endorse his nomination to the Hawaii Tourism Authority Board of Directors.

Sincerely,

Rob Goldberg
Tommy Bahama Group
Executive Vice President,
Global Marketing and Creative

LATE



April 14, 2015

Senator Gilbert Kahele, Chair
Senator J. Kalani English, Vice Chair
Committee on Tourism and International Affairs

I, Tracy Owens (Senior Vice President, Member Relations), Association of National Advertisers am in support for GM 829 (Nomination of Sean Dee to Hawaii Tourism Authority Board of Directors)

I submit this testimony in strong support of Senate confirmation of Governor Ige's nomination of Sean Dee to the Board of Directors of the Hawaii Tourism Authority for a term to expire June 30, 2018.

I have been involved in the marketing & advertising industry for over 23 years and am currently the Senior Vice President, Member Relations of the Association of National Advertisers. The ANA provides leadership that advances marketing excellence and shapes the future of the industry. Founded in 1910, the ANA's membership includes more than 640 companies with 10,000 brands that collectively spend over \$250 billion in marketing and advertising. The ANA also includes the Business Marketing Association (BMA) and the Brand Activation Association (BAA) which operate as divisions of the ANA. The ANA advances the interests of marketers and promotes and protects the well-being of the marketing community.

I've known Sean for over 2 years, during his tenure as Chief Marketing Officer for Outrigger Enterprises. During his tenure, he directed the company's worldwide sales and marketing initiatives throughout its global portfolio with an emphasis on growth in various regions. He also successfully introduced new brand architecture, positioning and identify systems while driving compliance through development of property standards and guidelines.

Sean has succeeded and could continue to succeed at the same or higher levels of responsibility at any international travel and tourism entity or other organization anywhere in the world. That he is contributing his talents, knowledge and experience to Outrigger and to Hawaii reflects not only his passion for all things Hawaiian but his commitment to preserving and enhancing Hawaii's position amidst increased competition throughout the world.

Sean is uniquely qualified to serve on the HTA Board and his voice there will contribute significantly to HTA's mission. I strongly support his confirmation.

Respectfully,

Tracy Owens

Tracy Owens
SVP, Member Relations
ANA :: Association of National Advertisers
310.593.4910 Phone